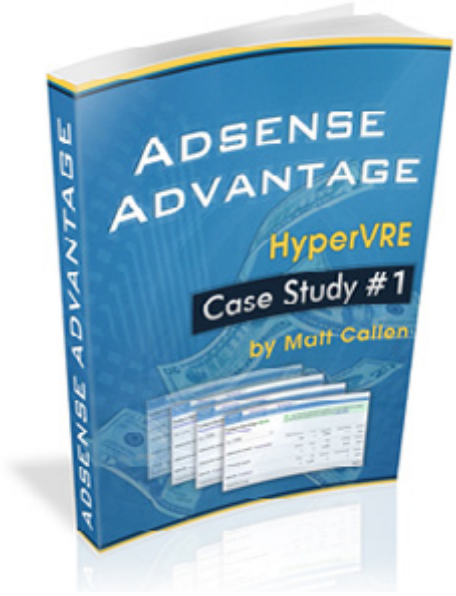
" How Abhishek Agarwal Made

$9,127

Last Month In Nothing But *AdSense Commission...* With Absolutely No Success In The Past! "

HyperVRE Case Study Report #1

HyperVRE User: Abhishek Agarwal



By Matt Callen and Abhishek Agarwal

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TABLE OF CONTENTS

Chapter 1:
The Beginning 7

Chapter 2:
Choosing a Profitable Niche 15

Chapter 3:
The Site-Building Process: Step 1 19

Chapter 4:
The Site-Building Process:
Step 2 – Using HyperVRE 23

Chapter 5:
Getting Traffic 33

Chapter 6:
Monitoring Your AdSense Sites 42

Chapter 7:
The Summary 45

Chapter 8:
Conclusion 47

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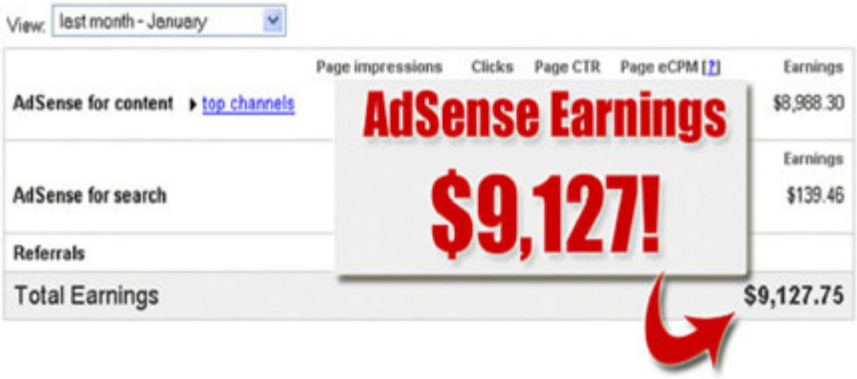

Before we dive right into this case study, I need to lay a bit of foundation for you, so that you'll understand the rest of the report.

Ok, first thing's first… Abhishek Agarwal is a paying member of HyperVRE Gold. He became a member in August of 2006, but never started using HyperVRE until late-October. All of the information in this report is 100% real results coming directly from Abhishek himself. He made over **$9,127 in one month** from **Google AdSense.**

How long did it take him to reach his first $9,000 month? Not long at all… just a little over 3 months! As someone with no previous success with AdSense, Abhishek has shown that anyone can build a successful and continual online income with AdSense.

I'm going to assume that you know what Google AdSense is. If not, go here to read about how you can sign up for free and earn money via their system: https://www.google.com/adsense/

It's basically Google's way of displaying their "AdWords ads" on other websites (your websites) across the internet. Below is a website that is displaying Google AdSense ads. When a visitor clicks on one of those ads, the **owner of the website gets paid** a small percentage of the cost that the advertiser is paying Google for each click. See below:

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At the time of this report, Abhishek is making an average of about **$300 Per Day from nothing but AdSense**. That's over $9,000 in one month!

In the most basic overview, Abhishek has created several sites with high-paying AdSense ads on them, and then when a visitor clicks on the ads, he gets paid by Google.

That's it. He's building sites and making money with AdSense…

Ok, ok…. I know you're thinking, "There's gotta be more to it than that." You're right, there is - but not a whole lot.

In this special Case Study report, Abhishek has provided his **exact steps** he's taken to reach this high level of AdSense income.

All right - let's get to the meat already…

Recently, I received an unexpected email from Abhishek with nothing in the message but gratitude and excitement. He simply wanted to update me personally on how well his HyperVRE sites were doing for him. He had purchased HyperVRE Gold back in August of 2006, and I hadn't heard from him since. He said it took him a while to get started with using HyperVRE, and finally sat down with it in late-

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October.
After hearing about his success with HyperVRE, I asked him if he wanted to answer some questions and tell me exactly how he had built his AdSense earnings up to **about $300 per day**. Without hesitation, Abhishek agreed.

So, this is the basis for the special report/case study that you're about to read.

Pay close attention because the strategies in this report are real… NOT theory. This is a real campaign, ran by a real person, who has gotten and is still getting fantastic, real results. There's nothing better than this folks. ;-)

Below, you'll read Abhishek's exact words that came directly from his answers and comments from the "interview". This is not my paraphrasing. I wanted to keep this as real as possible so that you can see exactly how someone else just like you can have success online.

In fact, throughout this report, Abhishek will walk you through an example niche site (the niche is *Ringtones*) as if he were creating it from scratch and adding it to his Virtual Real Estate.

In addition to Abhishek dialogue in this report, I have included my comments throughout the report. My comments will appear within tables and within the recap box at the end of each Chapter.

Let's get to the meat of this report…

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Chapter 1 – The Beginning

Q. Tell me a little about your 'online' background. Did you ever have success with AdSense or promoting affiliate products prior to using HyperVRE?

Ok – first, here's a bit about my background.

My name is Abhishek Agarwal, and I have been extensively involved with eBay for about the last three years. So I've been online for a while now – just haven't done much other than eBay. I live in India, and I'm currently the highest rated "Powerseller" on eBay India. So I am very active on the Internet, but eBay is a different business than many other "internet marketing" endeavors.

Selling on eBay had always been a very fulfilling experience for me. However, I had to be active every single day to earn my bread-n-butter from eBay.

I am inherently **a lazy person**, so I was looking for an option that could give me passive income with as little work as possible. So I started hunting for opportunities beyond eBay.

Just like most newbies, I bought a lot of products/ebooks on how to make money. Most people burn a hole in the pockets doing this. I started a fire and burnt my entire pockets! I started losing money every month. VERY fast!

About that time I started to learn about AdSense, and it all sounded very lucrative. Reading ebooks and guides, I heard many marketers saying that you should build websites on niches that you are interested in. So I believed them. And that's what I did.

I built a site on my interest area – "Paranormal and Hidden powers of the mind". I put AdSense codes on them, and eagerly waited for checks to roll in.

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To my initial surprise… No checks came for **several months!**

I later realized that **building sites on your own areas of interest may not always be a very profitable idea!** Still to this day, I'm not so sure why so many people were saying to build niche sites based on their own personal interests. Perhaps this could get me started with learning the basics of the internet… but it certainly wasn't going to build my cash flow.

I quickly found that it's more about finding the **profitable markets** and then building sites around those.

From my single Paranormal site, I earned an average of around 50 cents per day from AdSense. Not too good – since I had that site up for quite a long time.

Matt's Comments:

Abhishek raises a good point here, and one that I believe is VERY important with any business. The best way to find a niche is to figure out what people want, and then provide that to them. That is to say, don't try to create a product and THEN find the niche. You should find the need, and supply that need with your site (product).
As you can see, Abhishek's own interests weren't the same interests of many others. So his first AdSense site was a flop. He was initially trying to create the product (or site), and then looking for the market. It doesn't work like that. Instead, find the niche and then market to them.

I didn't have any success with AdSense **before using** HyperVRE. And No, I hadn't had any success with affiliate marketing either, because 'till now I have not focused on selling other peoples' products.

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Below are a couple screenshots of my AdSense earnings from a couple of months ago. You'll see that at the start of September, I was up to an average of $1.41 per day from all sites combined.

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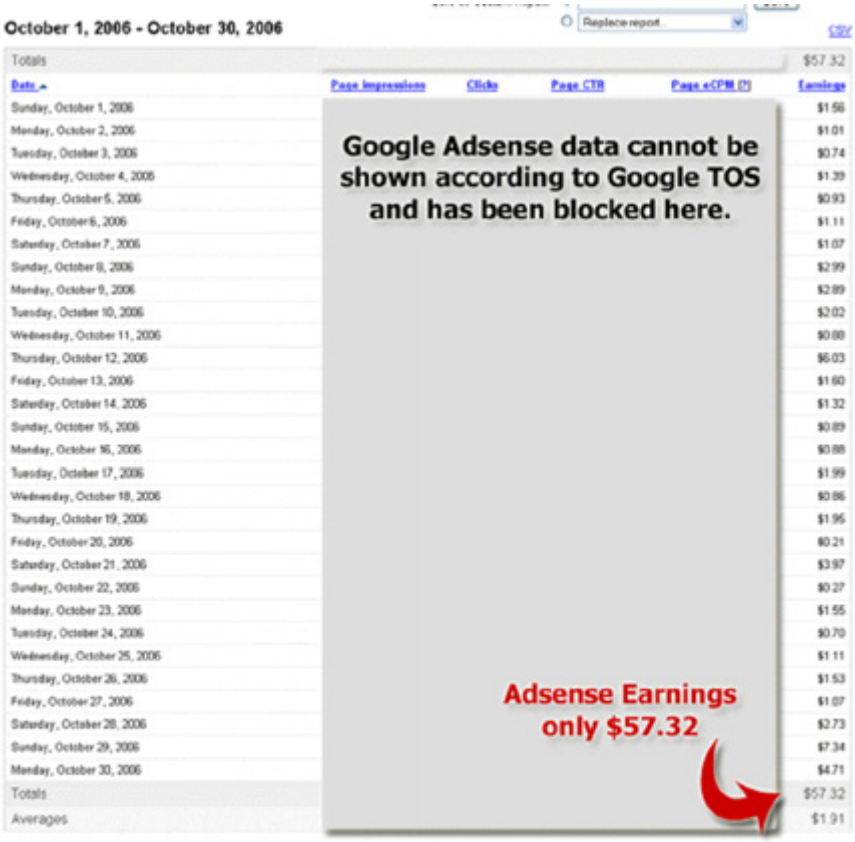
In October, my earnings weren't much better. They were up to an average of $1.91 per day. You'll start to see a small increase in the average earnings towards the very end of the month and then a larger increase into the month of November. This is when I started using HyperVRE, and began seeing true potential in this program.



Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$57.32
Sunday, October 1, 2006					$1.56
Monday, October 2, 2006					$1.01
Tuesday, October 3, 2006					$0.74
Wednesday, October 4, 2006					$1.39
Thursday, October 5, 2006					$0.93
Friday, October 6, 2006					$1.11
Saturday, October 7, 2006					$1.07
Sunday, October 8, 2006					$2.99
Monday, October 9, 2006					$2.89
Tuesday, October 10, 2006					$2.02
Wednesday, October 11, 2006					$0.88
Thursday, October 12, 2006					$6.03
Friday, October 13, 2006					$1.60
Saturday, October 14, 2006					$1.32
Sunday, October 15, 2006					$0.89
Monday, October 16, 2006					$0.88
Tuesday, October 17, 2006					$1.99
Wednesday, October 18, 2006					$0.86
Thursday, October 19, 2006					$1.96
Friday, October 20, 2006					$0.21
Saturday, October 21, 2006					$3.97
Sunday, October 22, 2006					$0.27
Monday, October 23, 2006					$1.55
Tuesday, October 24, 2006					$0.70
Wednesday, October 25, 2006					$1.11
Thursday, October 26, 2006					$1.53
Friday, October 27, 2006					$1.07
Saturday, October 28, 2006					$2.73
Sunday, October 29, 2006					$7.34
Monday, October 30, 2006					$4.71
Totals					$57.32
Averages					$1.91

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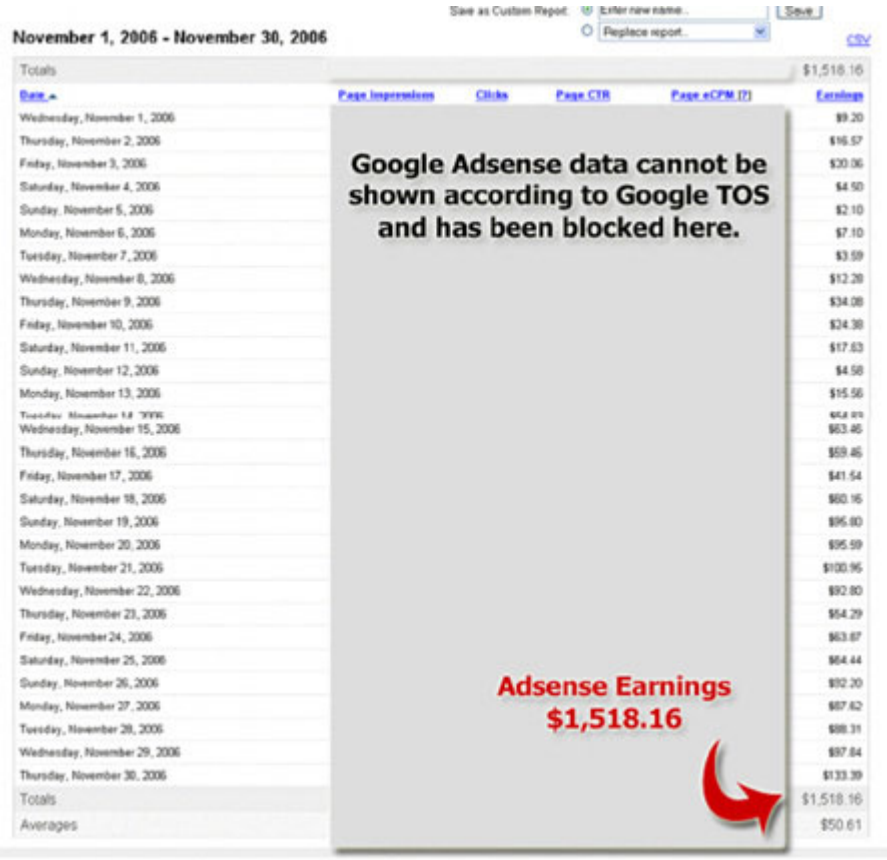
When November hit, I was starting to get pretty excited about AdSense. By the end of November, I was making an average of **$50.61** per day. In that month, **I made over $1500!**



When I hit the $100 mark on November 21st, I was really starting to believe that this system was working! At that time, I didn't know if it was going to continue to increase!

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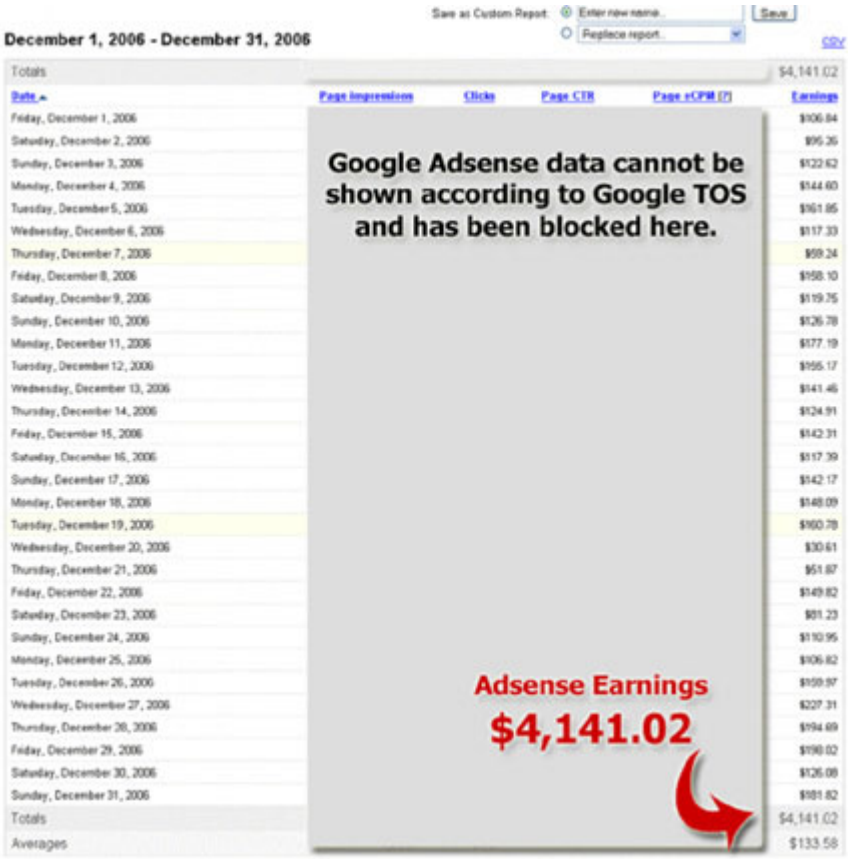
So I continued to repeat my strategies and **by the end of <u>second</u> month** of using HyperVRE (December), I was making over $133 per day. That came out to be **$4,141** by the end of December.



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Then by the end of January, I made a total of **well over $9,000 from nothing but AdSense!**

As you can see, this is my **combined** AdSense for Content and AdSense for Search earnings from Google. Most of my earnings ($8,988.30) came from AdSense for Content.

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Before we continue with the rest of the interview, I'd like to mention something.

A lot of things I do are unconventional, and probably not the *best* way. This is because I am quite new to the field, and considering the massive amounts of sites I am building, focusing on the conventional process is very time consuming for me. And like I said before… I'm an inherently lazy person. :-) As we move along, I will point out the places where I feel I am doing things differently.

Chapter Recap:

- Abhishek was previously very active in the eBay community, but had never worked with AdSense prior to this.
- In September, he earned only $42.44 from AdSense.
- His October earnings were $57.32.
- In late-October, he started using HyperVRE.
- By the end of November, Abhishek had made $1,518.16 from AdSense.
- After his second full month of using HyperVRE (December), he made $4,141.02… which comes out to be an average of about $133 per day.
- **After a full 3 months, Abhishek's earnings were $9,127 in the single month of January!**

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Chapter 2:
Choosing a Profitable Niche

Q. How do you decide what profitable niches to build your AdSense sites about?

It might seem weird, but at first I didn't use any software to find profitable niches based on keywords. Initially, I had purchased hundreds of templates from a well-known AdSense master (Joel Comm). He was selling a package called http://www.hypervre.com/InstantAdsenseTemplates/ (aka IAT).

His templates were based on popular niches that were previously researched by him and his 'team'. So initially that saved me the hassle of trying to find good niches myself.

I started to **constantly track my AdSense earnings**, and realized that many of those niches were not paying me. In fact I was losing money on several of those niches.

On careful examination, I started to see some trends. I saw that some niches (and their sub-niches) were always profitable, and some were never profitable. I decided to eliminate the non-profitable sites, and create more sites focusing on the ones making me money.

So I searched the net and downloaded some **pre-made profitable keyword lists** and consolidated all of them. I then categorized them based on my previous findings of which sites were profitable and which were not.

I should add here that whichever tool I use for my niche research, I can never be 100% sure whether the niches I have selected will be profitable or not. If I do my keyword research properly, I definitely have better chances of hitting good niches. BUT my earnings depend on Google – and their 'Smart Pricing' strategy often pays very low, even for the "highly profitable" niches. **I can never know for *sure* until I make my sites and constantly monitor them.**

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Since I initially purchased the IAT package from Joel Comm, I had a large group of 'popular ideas' for sites with templates and articles. There were around 300 different ones.

With HyperVRE, I built all these sites and waited to see if they were giving me profits or not (more on this later). As I mentioned above, I had to remove some of the niches because they were not profitable, and I was losing money on them. I ended up removing about 100 sites that were wasting my money, so **I was left with about 200 good ones**.

So you see, at the beginning I never got a chance to actually "select" my niches from scratch, as the initial niches were already provided to me. That is, I never actually went out and researched the niches myself – *at the start.*

Again as mentioned earlier, when I analyzed the sites that *were making me money*, I started to see some trends in the kinds of sites that paid well, and the kinds of sites that did not pay so well.

That's when I started some keyword research. I then used some keyword lists found on the net, and also the Top 40K Keyword list that's in the gold member's area at the HyperVRE site.
There were a few things that I would look for when trying to predict if a niche was going to be profitable or not. Notice I said "predict". Like I said before, you don't know for sure until you try it out. If it doesn't end up being profitable, then scratch it and move on to the next niche.

I look for some important metrics in doing my Keyword research. **I look at the average CPC, number of ads for that keyword, and number of searches in a month.** Unfortunately, since I did not originally use a keyword research tool, I did not always have all these metrics at my disposal.

Matt's Comments:

When researching for your profitable keywords (niche), you should look for keywords that have a **HIGH** Average CPC (cost-per-click), **HIGH** number of ads for that keyword, **HIGH** number of searches per month, and a **LOW** number of competing websites for that organic keyword search term.

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I recently acquired Keyword Elite, and I plan to use that for researching many other profitable niche markets in the coming weeks, as it will show me ALL of these metrics mentioned above, and supposedly a whole lot more. :-)

So, I **consolidated all these gathered lists** into one big file. I then categorized the keywords into their respective main categories. Interestingly, I found that the categories I had selected out of my 300 sites and the categories I found from the keyword lists were very, very similar.

I then further categorized these profitable main categories into sub-categories. For example, the category *Finance* was sub-categorized into *Loan*, and *Loan* was further categorized into *Auto Loan* and *Education Loan*.

See below for a short schematic…

Finance
- Loan
  - Auto Loan
  - Education Loan
  - etc.
  - etc.
  - .
- Mortgage
  - FHA Mortgage
  - Mortgage Refinance
  - etc.
  - etc.

Law
- Attorney
  - Mesothelioma Attorney
  - Divorce Attorney
  - etc.
  - etc.

Hope you get the picture.

After doing all of this, I came up with ideas for hundreds of other sites that I could then start working on. Which ones will actually be profitable, I still have to check that out.

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I know this is a non-conventional way of doing things. But because of my original limited resources (at the time, a lack of a good keyword/niche tool), this was the best I could do. And honestly, it seems to be working pretty well for me.

Once I decided on the niches to focus on, I moved on to the process of building my sites.

Chapter Recap:

- Abhishek purchased Joel Comm's Instant AdSense Templates, and began using some of those niche ideas for his initial sites.
- After putting the websites online and monitoring the earnings from each site, he was able to determine which of those niches were making him money. He would keep those that did, and remove those that didn't.
- From the keyword niches that made him money, pre-made keyword lists he found on the net, keywords from the HyperVRE Top 40K Keywords, and lists of keywords from Keyword Elite, Abhishek was able to narrow his niches down into several sub-categories. This allowed him to get more ideas for sites similar to the main niches that had previously shown to be profitable for him.

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Chapter 3:
The Site-Building Process: Step 1

Q: Can you take us through your process of building your AdSense sites, now that you have narrowed down your market to a specific niche?

Once I decide on the niche to create a site for, I start the building process with HyperVRE.

Making my first site seemed to be tough. But gradually things became easy and I could churn out several websites in a day.

HyperVRE has been a **boon** to me! Especially **the GOLD version**.

It has saved me endless hours of sweat. I'll stand by Matt when he says that it takes out the "time-sucking, manual labor"!

Before signing up as a free HyperVRE member, I wasn't sure if it was going to be for me. But I went ahead and upgraded, and there's no doubt now… I love it.

If you are serious about building websites, you should have the Gold version. I was able to recover the costs within a couple weeks. So don't be penny wise and pound-foolish. Get the Gold version! It's one of the best purchases I've made in a really long time. Obviously, without it I wouldn't be able to create all of these sites, and I wouldn't be able to do this case study report.

Before I start building my sites using HyperVRE, I do the following:

1. Decide on Niche(s) that I want to build the site on – I've already mentioned above how I do that.
2. Create a header image for the niche. You can use any image-editing tool for this. I've found that creating a header image related to your niche topic is the best way to go, but second to that is to just use a generic header image that will relate to any topic.
3. Decide which templates to build my site(s) on. I currently use a predefined template that has been working very well for me in the past.

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See the **example template screenshot** below… This example has a header image specifically related to the niche topic of "Acting".

Then, I open up HyperVRE and put it to work. :-)

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Q: When you're editing your templates, do you always put your AdSense ads in the same positions? Where do you put the AdSense ads? Have you had success with specific ad formats as opposed to others?

Yes, I put my AdSense ads in the exact same places on each template.

I have tried experimenting with various places, but I stick to the positions that give me the best CTR (click-through-rate).

I prefer using **"large rectangle"** ad formats. And I **place them "above the fold"**. I also use "sky scraper" formats on the sides of my page.

I have experimented with the following ad formats

- Leaderboard (728 x 90)
- Banner (468 x 60)
- Wide Skyscraper (160x600)
- Large Rectangle (336 x 280)
- Medium Rectangle (300 x 250)

And after experimentation and monitoring which ones produce the best results, I have found that the ones that work best for me were (in order of preference)

1. **Large Rectangle (336 x 280)**
2. **Medium Rectangle (300 x 250)**
3. **Wide Skyscraper (160x600)**

Matt's Comments:

Abhishek mentioned putting some AdSense ads "above the fold". The term "above the fold" refers to the section of a webpage that is visible without scrolling down. This is a good practice to follow, as it's been shown to give a high CTR as opposed to other ad placements.

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The general rules of good ad placement hold true. I **blend my ads with my content** and make sure to place some of them above the fold. I focus on having highly relevant content on the site so that Google displays targeted ads for those specific profitable keywords. This immensely helps in improving my CTR and payout per click.

I would never think of making my ads stand out. Because if they stand out, they will look more like blatant advertisements, and that's the last thing we want, right? So I **always blend my ads with my content**.

Normally my sites have a white background, so the background of my ads is white. This way my ads and content perfectly gel with each other.

I also used to have images next to my ads. That really did wonders for my CTR. No wonder Google recently rolled out a policy that prohibits displaying of images next to ads. Although this policy is very confusing, I prefer not to take any chances. So **I stay completely away from putting any kinds of images next to my AdSense ads.**

Chapter Recap:

- Check out Abhishek's example template shown above.
- Abhishek creates a header image related specifically to the niche he is creating the site for.
- The AdSense ads that work best for him are:
  - **Large Rectangle (336 x 280)**
  - **Medium Rectangle (300 x 250)**
  - **Wide Skyscraper (160x600)**
- He makes sure to blend his AdSense ads with his content so that they don't stand out like blatant advertisements. He also makes sure to **place an ad unit "above the fold".**
- He does NOT put any images next to his AdSense ads, since it is now against Google's TOS policy.

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Chapter 4: The Site-Building Process: Step 2 – Using HyperVRE

Q: Can you walk us through the steps you would take to create a real example site with HyperVRE Gold, as if you were creating it from scratch right now, and then going to add it to your Virtual Real Estate?

Sure.

Before getting acquainted with the steps in HyperVRE, I used to just follow the instructional videos or directions in the help manual that came with the software. But after a couple run-throughs, it's become a complete breeze.

So here goes…

Let's use the example niche: ***Ringtones***.

I've already showed you how I choose potentially profitable niches, so we'll just start at the website creation process.

By following my methods above, I found that the topic "Ringtones" is potentially profitable, and I've already gathered a list of keywords for that. In addition to that, I already have my template and header image made for this site… It looks very similar to the example "Acting" template above.

Now it's on to using HyperVRE Gold.

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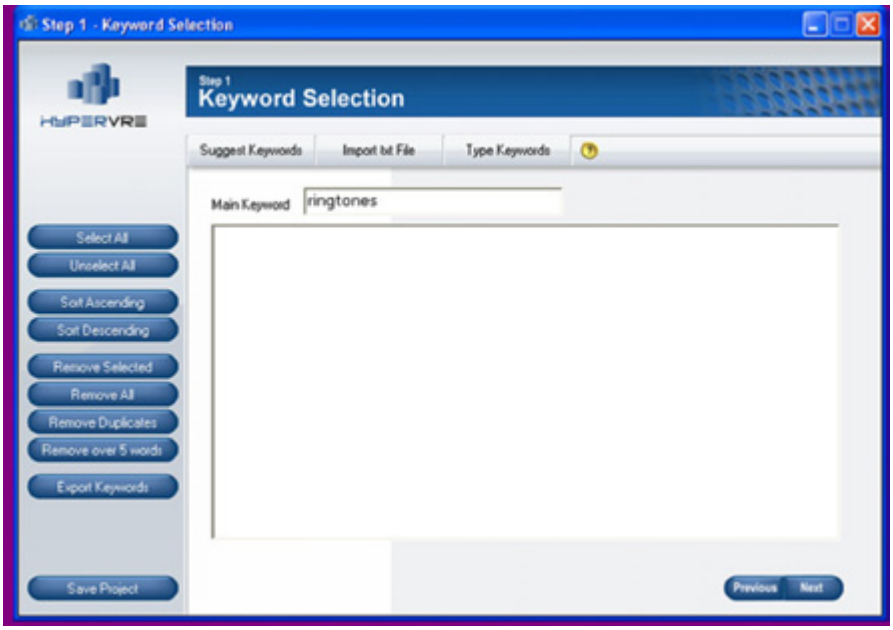
HyperVRE Step 1 – Keyword Selection

This is where I first select my main keyword. For this example, I am building a site on *Ringtones*, so my main keyword will be "*ringtones*"



If I don't already have a list of profitable keywords for that particular niche, I'll just use HyperVRE's default keyword generator. However, like I said before, most of the niches I use have been researched and I've already got a list of profitable keywords to use here. So since I already have a list of keywords, I'll just import them with the 'import' feature in HyperVRE.

Typically, I'll only insert about **20-25 profitable keywords** so that my sites are of good quality content, and will contain about 20-25 web pages.

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HyperVRE Step 2 – Template Selection

Now that I've built my keyword list and entered it into HyperVRE, I then select my homepage and keyword templates. The example template shown above is an example of a homepage template. The keyword page template is VERY similar, but just has some different HyperVRE variables on it, so that the proper content will be added to the pages that I want.

For example, I usually only put the article content variable on the keyword page template, rather than putting an article content variable on the homepage template.

Once I've selected the templates, if I have a css style sheet for my templates, I'll use that on this step too. Then I decide whether I want my pages to have a .php or .htm extension.

When I first started creating AdSense sites with HyperVRE, I wasn't sure which was better. But now **I always use PHP** so that I can put rotating definitions, rotating random descriptions, and rss feeds on the sites. This is very important, as I'll describe later.

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HyperVRE Step 3 – Web Page Content

These are the steps where I define what content I want on my site. I usually just leave the number of keywords per group at the default setting, as I've seen that this linking structure is pre-defined as being good for both search engine optimization and making the site visitor-friendly. Then, I always **use the rotating definitions, rss feeds, and random descriptions feature.** This helps keep my sites fresh for the search engines.

I then leave "the % of articles before and after the rss feed" as default. This separates my article content into two sections so that 50% of the article is above the rss feed, and the remaining portion of the article is below the rss feed.

With the "Instant AdSense Template" package that I purchased from Joel Comm, I was given several prewritten articles that I could use, so for those sites, I'll **import the articles manually** on this step.

The article import feature is nice in HyperVRE because I can select all of those articles and click "import". They have to be pre-formatted correctly for HyperVRE, but with Joel's package, they were already formatted for me.

Although I would love to write my own content for each and every site, I simply can't. Because many of the profitable niches are boring (in my opinion), and I don't know anything about the niche, I don't spend all of my time trying to write articles for them.

Also, given the number of sites I make, it is practically impossible for me to write articles on all of them. So I rely on HyperVRE, purchased PLR articles, or the articles that came with the Instant AdSense Templates package for my content.

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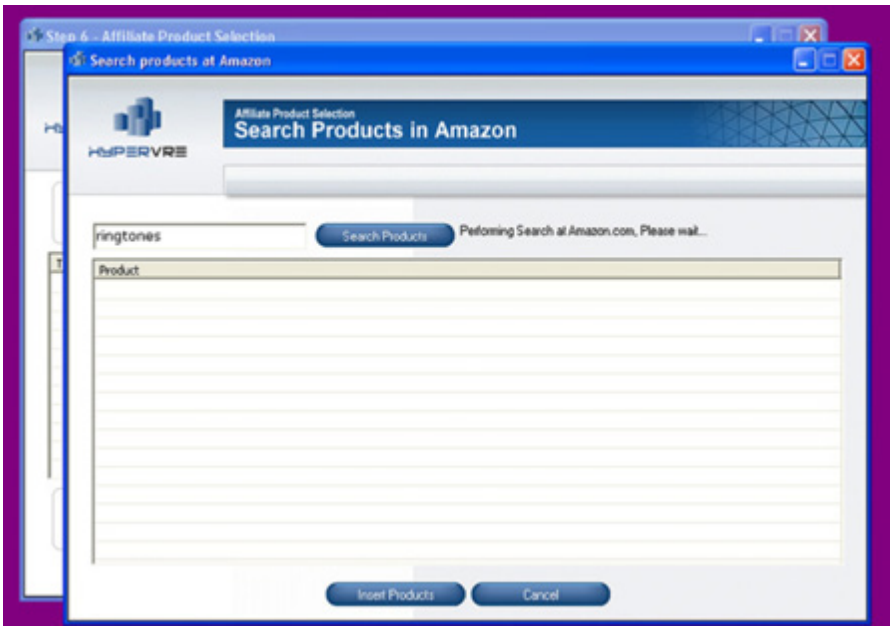
Matt's Comments:

Adding unique, quality content is a very important strategy when creating AdSense sites. Obviously, the best thing to do is to write your own articles or having someone write them for you. This ensures that they are 100% unique and of good quality, targeted directly to the keyword that you're optimizing your webpage for –thus, targeted AdSense ads will appear on your site. However, it's not always possible to do this, given the number of websites that you will be creating. So that's why my second recommendation is to use PLR articles, and then either manually edit them or run them through a content spinner so that the articles are even more unique. Then, once you've got your unique articles for your site, you can bulk import them using HyperVRE.

This is what Abhishek has done.

After this, I let HyperVRE find RSS feeds for me. **I NEVER skip this step**.



Adding RSS feeds to my site will make it very dynamic. And since I tend to create the sites and let them sit for a while, this dynamic feature helps ensure that I will always have fresh content.

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I'm also given the option to manually add definitions and rss feeds, but like I said before… I'm a lazy person by nature, so I allow HyperVRE to automatically gather those for me.

HyperVRE Step 4 – Other Customization … and … HyperVRE Step 5 - Pay Per Click Publishing

These are both optional steps, and I don't use these much, so I'll just skip the details here.

Instead of using Step #5 in HyperVRE and adding the AdSense code that way, I just **add the AdSense ad code directly to my template** before I start to use HyperVRE.

HyperVRE Step 6 – Affiliate Product selection

I like this step. Very creative. :-)

Since I have an affiliate account with Amazon, Clickbank and Paydotcom, I can let HyperVRE select relevant products for my niches and add them to my site. Since I'm a Gold member of HyperVRE, if I use this feature, my site will automatically contain my affiliate links to these products.

So when a visitor clicks on any link that they're interested in, they will be taken to the Amazon, Clickbank or Paydotcom product webpage (which ever site that product belongs to). And on a successful sale of that product, I will be paid.

This is a very good way to generate a **secondary source of income** from my sites, other than AdSense.

This is also a step that I will never skip. In this "ringtones" example, I'll do a quick search for my keyword and then select the products that have the highest payouts or that look profitable.

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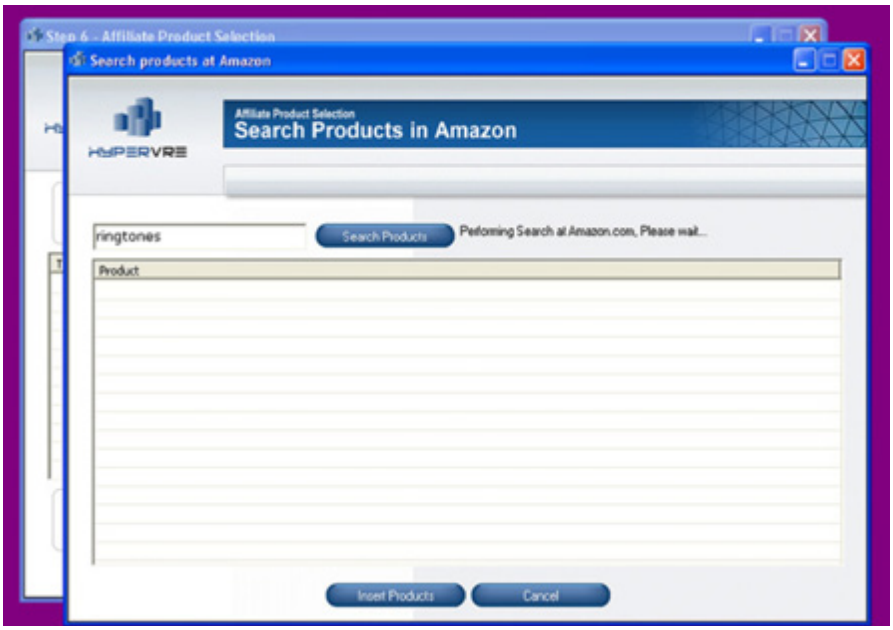

HyperVRE Step 7 – Contextual Ad setting

I prefer to leave these options as it is by default. I've never tested if changing these options works better than others, so I just tend to keep this feature set to the default. However, if I wanted to change the layout and display settings of my contextual ads, I could tinker around with this step.

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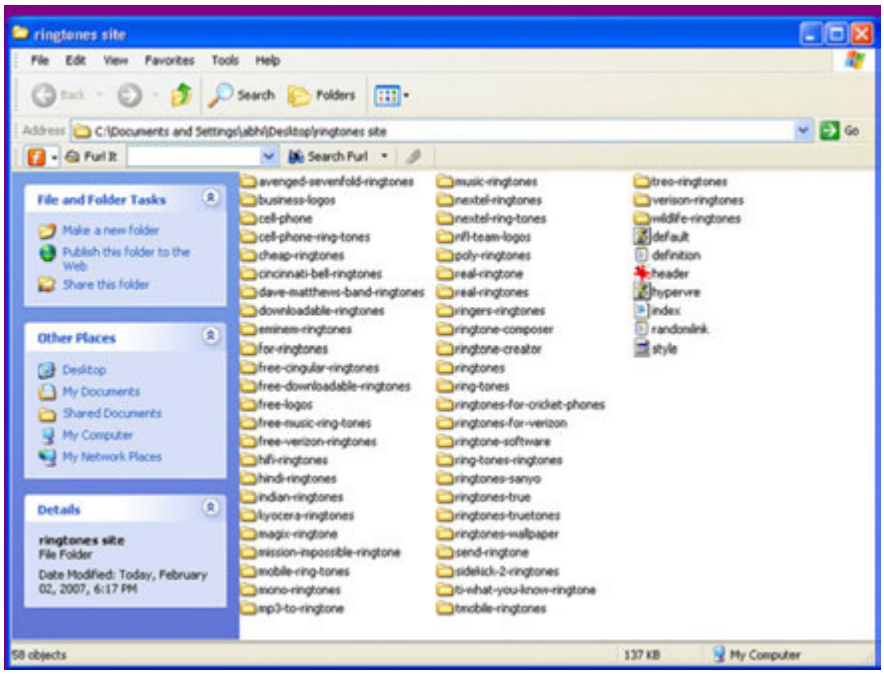
HyperVRE Step 8 – Generate Webpages

This is the last step in creating my site. I just select the folder where I want to save my web pages, and then Save the HyperVRE project and generate the website.

Let's take a peak at the work HyperVRE has done for me with this *Ringtones* example site. Below is a screenshot of the files that make up our *Ringtones* site



Once my site is created, I always change the paths of my image files to the absolute path of my website. Doing it manually can be a very cumbersome process, so I use a bulk text replacement tool for this, like TextPad or Dreamweaver.

In this example, I would change that path to:
http://www.mydomain.com/ringtones/images/

That way, I only have to upload the /images/ folder to my main directory on my domain, rather than having to keep a relative path and then having to upload the /images/ folder to each and every sub-directory too.

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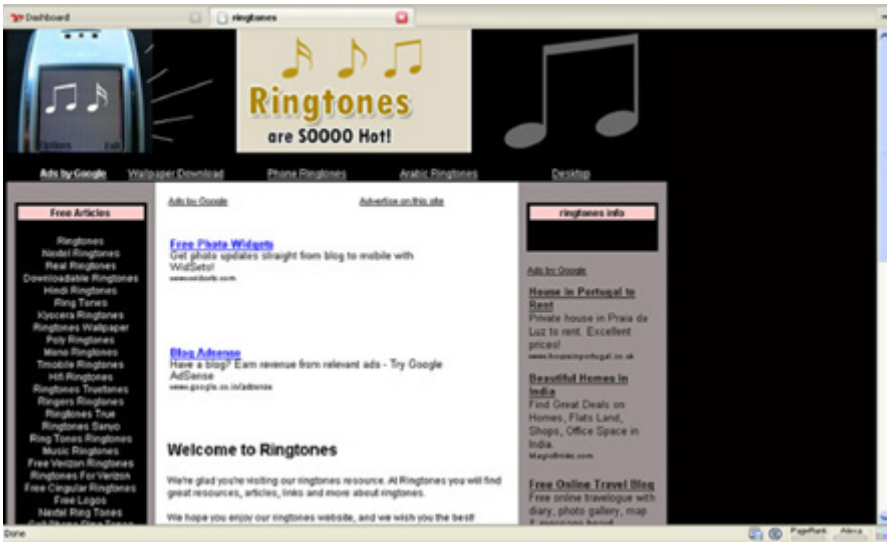
Matt's Comments:

An even better and less time-consuming way to do this is to simply edit each of the image paths on the 2 template files (homepage and keyword page templates) to the absolute path of those images BEFORE you import them into HyperVRE. Since you know the URL of what your domain will be, instead of having a relative path like../images/image01.jpg for an image, you can just enter the absolute path of the image – such as http://www.mydomain.com/images/image01.jpg

Once I'm ready with my website, I upload it to my domain using SmartFTP… Then, it's time to get traffic to the site!

Here's what the homepage of the *Ringtones* example site looked like when I was finished…



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Q: Do you create an entirely new domain for each new site, or do you keep all of your sites on the same domain, and then create sub-domains/or sub-directories?

Up until now, I have all my sites under 1 domain. I have created sub-directories for each site. But I have already registered a couple other domains, and the new sites I create will be under this new domain.

For this *Ringtones* example site, I would put it online somewhere like http://www.mydomain.com/ringtones/

As I mentioned before, I currently have around 200 sites that are making me money. So if I had to create a new domain name for each site, I would be wasting a lot of my earnings just for registering a new domain name. Perhaps it would help more with search engine optimization – I'm not quite sure – but it would still be less immediate profit for me. So that's why I stick with the same few domains for my sites, and create sub-directories for them.

If you are planning to make hundreds of sites like me, **I suggest you have 1 - 3 domains and create sub-directories for your sites.** Once you zero-in on some sites that constantly perform well, you can decide to create a separate domain for that site.

Chapter Recap:

- Abhishek selects about 20-25 profitable keywords to enter into HyperVRE so that his sites are of good quality content, and will contain about 20-25 pages.
- He always uses php webpages so that he can include rss feeds, rotating definitions, and rotating random article descriptions on his HyperVRE webpages.
- He manually imports pre-written articles (from either the Instant AdSense Templates package or from a PLR article source) or uses the automatically generated articles that HyperVRE finds.
- Abhishek adds the AdSense ad code directly to his templates before he starts to use the software.
- He always uses the Affiliate Product Step in HyperVRE to try and generate a secondary source of income from his sites, other than AdSense.
- After generating the webpages, he uploads them into a sub-directory on one of his sites. He recommends you **have 1 - 3 domains and create sub-directories** for each of your sites, instead of buying a separate domain for each site.

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Chapter 5: Getting Traffic

Q: How are you getting traffic to your sites? Do you rely on organic search engine traffic, PPC advertising, or some other form of traffic?

I rely almost entirely on PPC (pay-per-click) advertising. I highly prefer using PPC traffic from search engines, and mainly use Yahoo/Overture as my traffic source. I want to venture into other smaller PPC engines, but in smaller PPC engines, click fraud is rampant, and that's what I fear.

Everywhere, I hear a lot about getting traffic from Google's organic search results. I agree that getting traffic from Google is great, and nothing can beat that. But at the same time, it is very time consuming to build your organic SE rankings.

So that's why I prefer using PPC search engines. They're a great source of instant traffic. And I've had most of my experience with Yahoo's Sponsored Search.

To get traffic from Yahoo's PPC search engine, here are the steps I take…

1. **I select the keywords for my campaign**. Whenever someone searches for these keywords, Yahoo will display my ad at the right hand side of the search results, and if my ad is attractive, the visitors will click it. I like to use a free keyword tool called "The Dowser". It is very effective in generating keywords on any niche. However, recently I got a copy of Keyword Elite, which seems to be way better than The Dowser, since it is specifically designed for providing the best keywords for a particular PPC campaign.

Let's continue with the example: *Ringtones*.

If I were using The Dowser to get keywords for this site, I would do the following…

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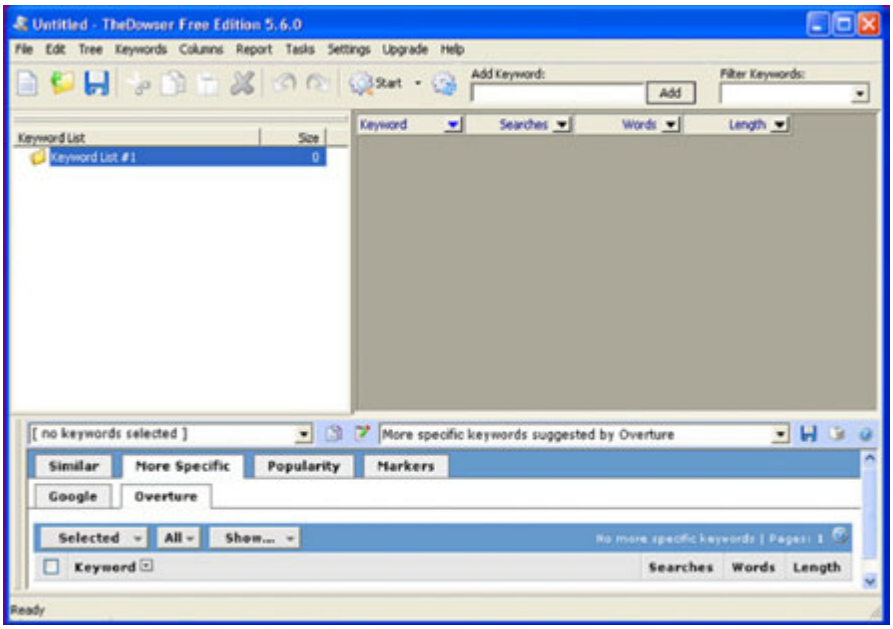
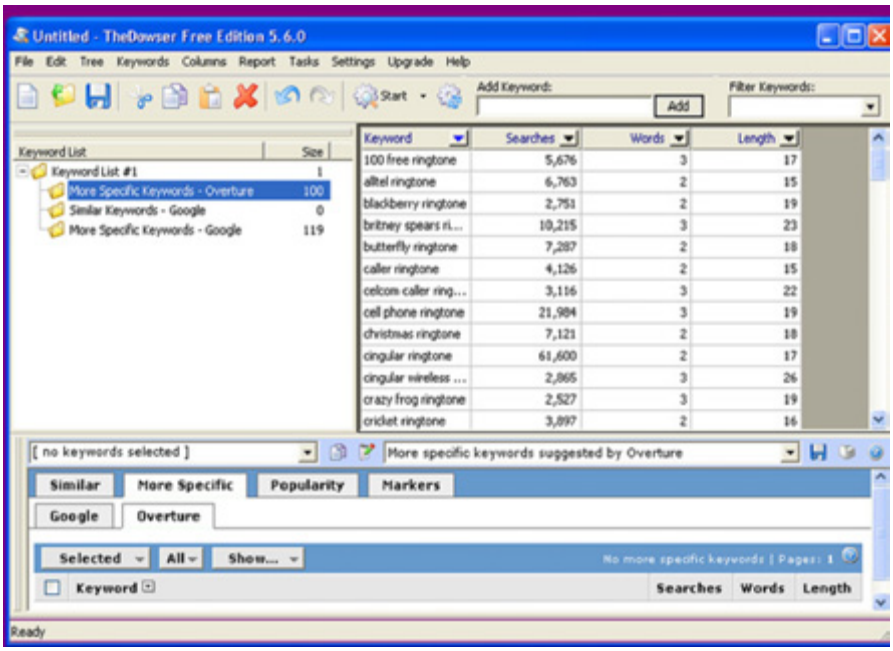
Open the Dowser and enter my main keyword "Ringtone", and then click on Start. The Dowser starts getting *Ringtone* related keywords for me.



Once that is done, I export all these keywords to an Excel sheet, or Notepad.



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2. Once I generate my keywords, I'll **add them to my PPC campaign**. I prefer adding about **200-300 keywords** targeted specifically to my niche topic. In this ringtones example, the keywords that were generated that I would use are …

100 free ringtone	free verizon ringtone	virgin mobile ringtone	razr ringtones
alltel ringtone	free verizon wireless	yahoo ringtone	realtones ringtones
blackberry ringtone	ringtone	alltel ringtones	ring tones ringtones
britney spears ringtone	free virgin mobile ringtone	arabic ringtones	ringtones
butterfly ringtone	funny ringtone	atampt ringtones	ringtones alcatel
caller ringtone	hotlink caller ringtone	audiovox ringtones	ringtones com
celcom caller ringtone	hotlink maxis caller ringtone	bajar ringtones	ringtones compose
cell phone ringtone	kiss ringtone	beltonen ringtones	ringtones composer
christmas ringtone	lloyd banks ringtone	bet ringtones	ringtones cti
cingular ringtone	lone star ringtone	blinko ringtones	ringtones ericsson
cingular wireless ringtone	lose yourself ringtone	bollywood ringtones	ringtones for cricket phones
crazy frog ringtone	madonna ringtone	cell phone ringtones	ringtones for motorola
cricket ringtone	make your own ringtone	cell ringtones	ringtones for motorola l6
download free cingular	maxis caller ringtone	cellphone ringtones	ringtones for nextel
ringtone	metro pcs ringtone	chinese mp3 ringtones	ringtones for samsung
download free mp3 ringtone	midi ringtone	christian music ringtones	ringtones for sprint
download free ringtone	mississippi ringtone	cingular ringtones	ringtones for verizon
download free ringtone t	mosquito ringtone	crazy frog ringtones	ringtones galore
mobile	motorola ringtone	descargar ringtones	ringtones godfather
download free verizon	mp3 ringtone	download ringtones	ringtones graphics
ringtone	music ringtone	downloadable ringtones	ringtones gratis
download ringtone	new ringtone	for ringtones	ringtones mmf
drive me crazy ringtone	nextel ringtone	funny mobile ringtones	ringtones monofonicos
eric clapton ringtone	nickelback ringtone	funny ringtones	ringtones motorola v262
free alltel ringtone	no one ringtone	harry potter ringtones	ringtones para celular
free boost mobile ringtone	nokia ringtone	hindi ringtones	ringtones para celulares
free cell phone ringtone	out of touch ringtone	in flames ringtones	ringtones para motorola
free christmas ringtone	phone ringtone	jesse mccartney ringtones	ringtones para samsung x636
free cingular cell phone	pink floyd ringtone	keypress ringtones	ringtones para sonyericsson
ringtone	polyphonic ringtone	latest ringtones	ringtones phones
free cingular ringtone	real music ringtone	logos ringtones	ringtones polifonicos
free cricket ringtone	real music ringtone ringtone	make your own mp3 ringtones	ringtones ringers
free metro pcs ringtone	real ringtone	mid ringtones	ringtones rings
free mobile phone ringtone	reba mcentire ringtone	midi ringtones	ringtones sanyo
free mobile ringtone	remind ringtone	mobile ringtones	ringtones screensavers
free motorola ringtone	ringtone	mono ringtones	ringtones theme
free mp3 ringtone	ringtone composer	monophonic ringtones	ringtones true
free music ringtone	ringtone converter	motorola ringtones	ringtones truetones
free nextel ringtone	ringtone gratis	motorola v220 ringtones	ringtones voor je mobiel
free nokia ringtone	ringtone juke box	motorola v300 ringtones	ringtones w800i
free polyphonic ringtone	ringtone maker	mp3 ringtones	ringtones wallpaper
free real music ringtone for	ringtone software	mr tones ringtones	ringtones wallpapers
nextel	samsung ringtone	mudvayne ringtones	ringtones with words
free real music ringtone sprint	sprint ringtone	muppets ringtones	rtttl ringtones
free real ringtone	t mobile ringtone	music ringtones	sagem ringtones
free ringtone	take my breath away	nextel ringtones	samsung a950 ringtones
free ringtone for sprint phone	ringtone	phone ringtones	samsung ringtones
free ringtone maker	tracfone ringtone	picture messages ringtones	send ringtones
free samsung ringtone	us cellular ringtone	poliphonic ringtones	siemens ringtones
free sprint ringtone	verizon ringtone	poly ringtones	smashing pumpkins ringtones
free t mobile ringtone	verizon wireless ringtone	polyfonic ringtones	sprint pcs ringtones
free tracfone ringtone	real tones ringtones	polyphonic ringtones	sprint ringtones
free us cellular ringtone		polyphonics ringtones	tamil ringtones
free verizon cell phone		pushto ringtones	
ringtone			

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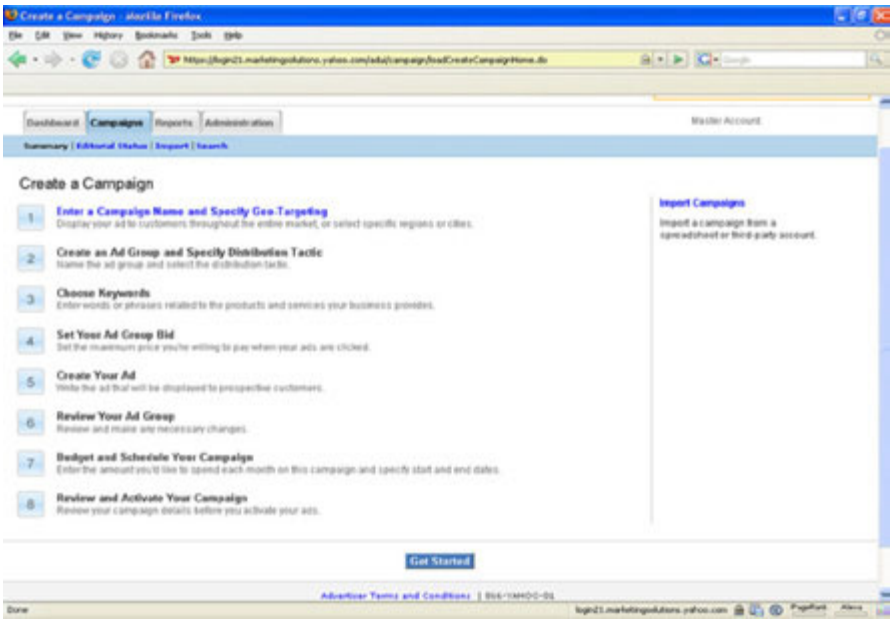
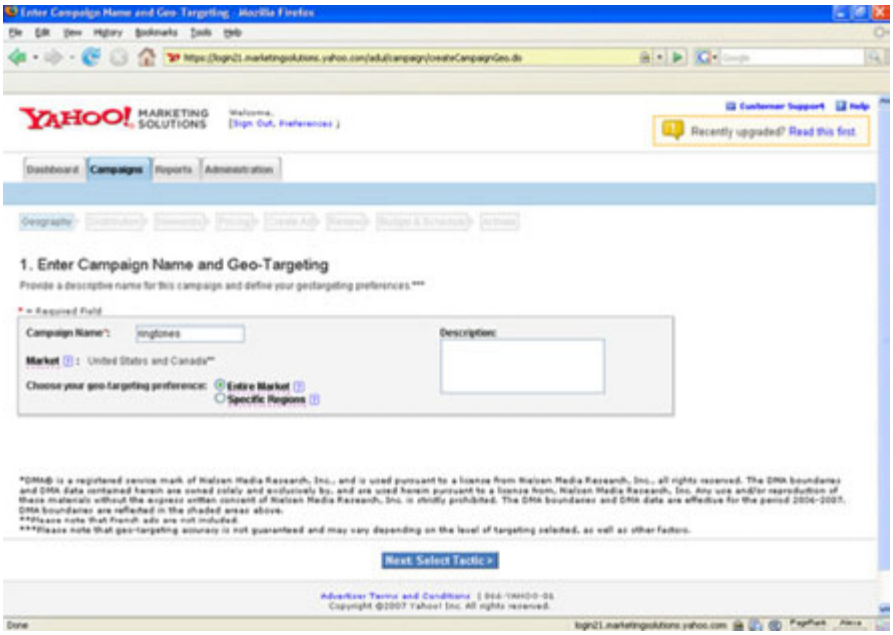
3. Creating my PPC campaign and ad groups…

Since I'm already have an account, I'll log on to Yahoo's Search and Marketing (http://searchmarketing.yahoo.com/index.php)

There are 8 steps I need to follow before my Campaign is live.



4. I'll **create an ad campaign** for my specific niche: *Ringtones*. The campaign is the main category where I will add my specific advertisement groups.



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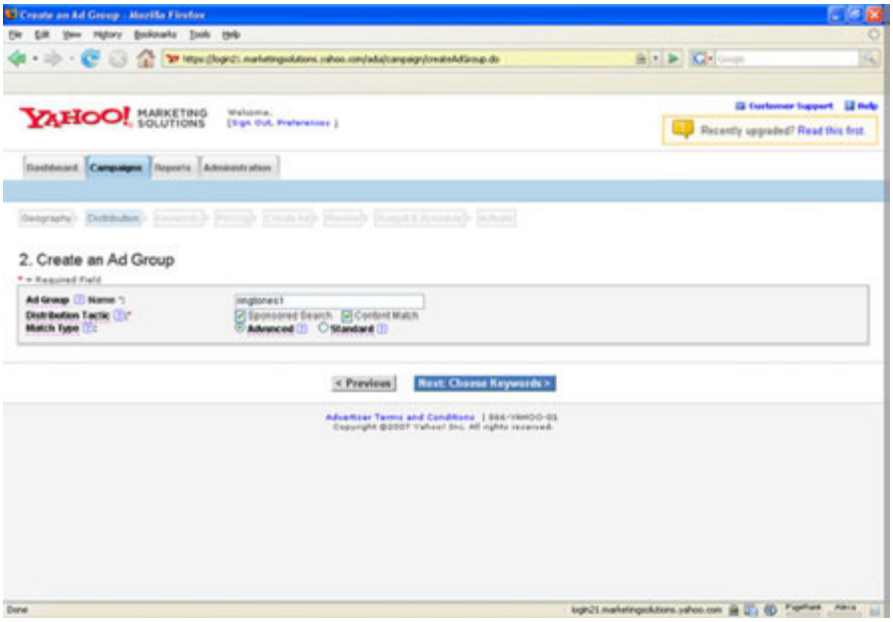
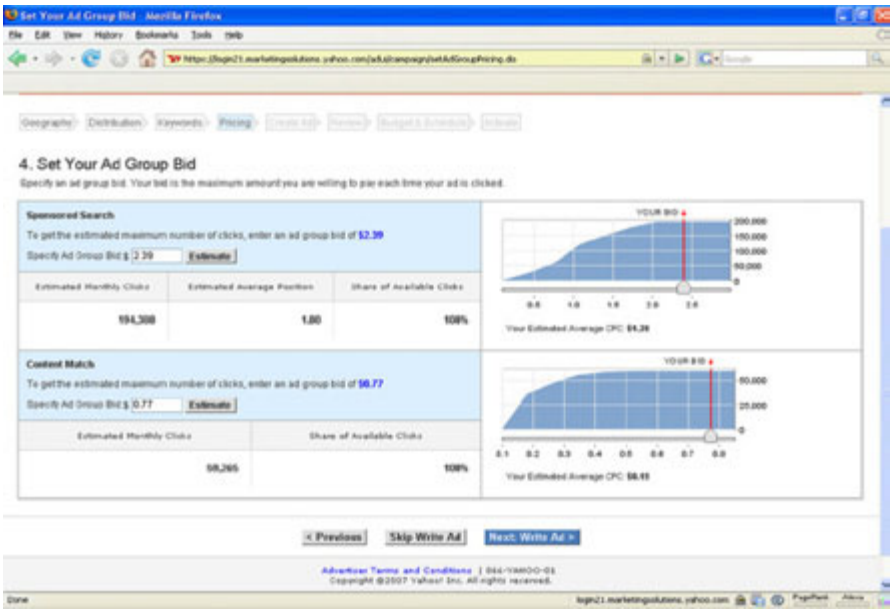
5. Then, I'll **create an ad group** within my campaign



6. Then, I have to **enter the keywords for the campaign**. These are the keywords I generated using The Dowser (mentioned earlier).
7. Then, I have to **bid on my keywords**. I prefer **bidding the lowest amount that's offered.** For Yahoo, the lowest bid amount is 10 cents per click. So each time a visitor clicks on my ad, I am supposed to be charged 10 cents or less.



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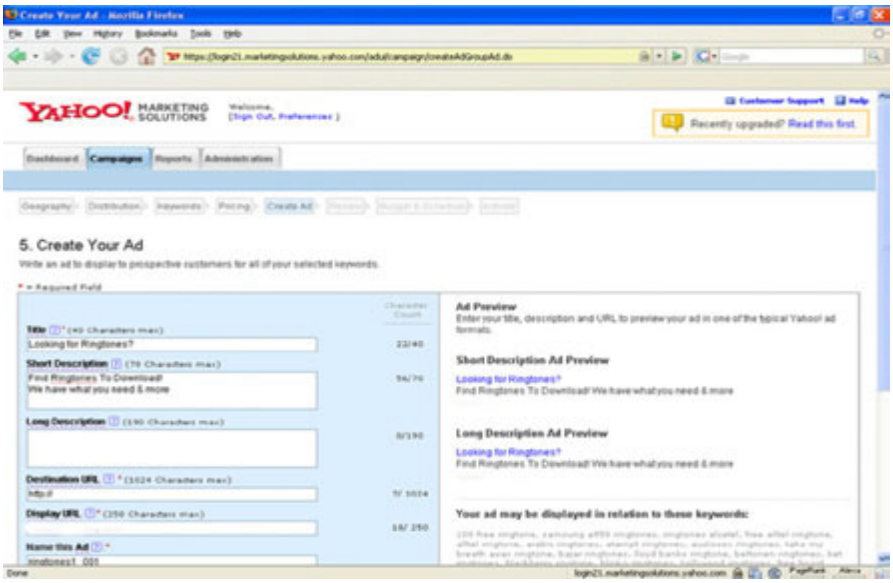
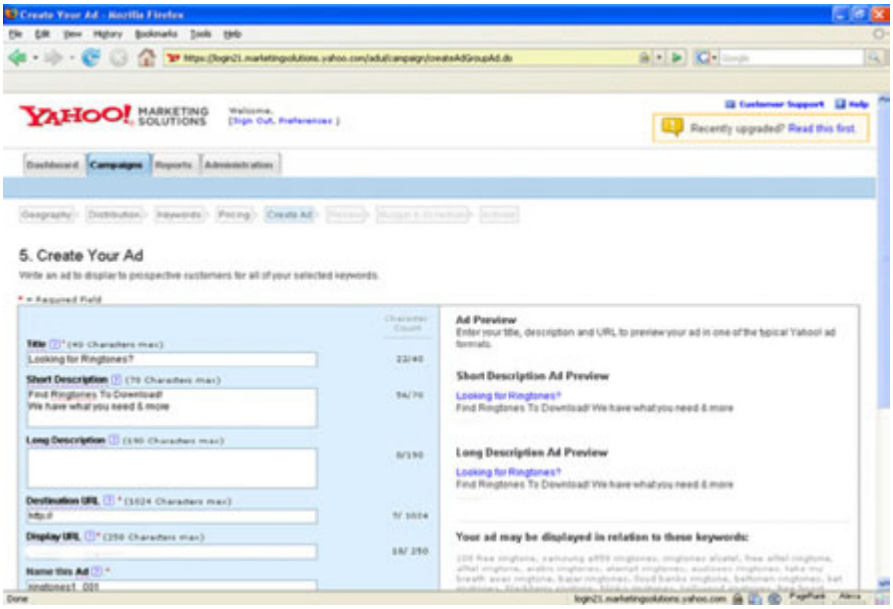
8. Then it's time to **create my ad**. Ideally I should group similar keywords together and create ads for each of those tightly clustered keyword groups. This will make the ads more relevant. This process requires some extra effort, so it's well worth it.

   When I create my ads, I **send traffic only to my home page** and not to the keyword pages. Why? Because sending it to keyword pages is too much work involved! And I am happy because I am getting results.



9. Then, I **check my budget** and campaign schedule and then **activate the ads.**



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I know I should also **regularly split test your ads,** but this is something that I don't concentrate on a great deal, since I have so many sites and so many ads up and running. But it's something I know I should do. I spend more of my time cranking out sites and monitoring which ones are performing the best with AdSense. If I notice a major change in traffic to the sites, then I check out the ad campaigns specifically.

Definitely, the key to getting more clicks on my PPC ads is to make the ads as relevant as possible to the keyword(s) being searched. If my ads appeal to the human emotions, they tend to increase my CTR. Also, my ads try to stress more on benefits and less on features.

Matt's Comments:

One thing I highly recommend you do is to **split-test your PPC ads**. Create 2 ad campaigns with the same keywords and bidding prices. Then, see which one out-performs the other. Then, use that "winning" ad as the control and do the same with a new set of ads. This will help you narrow down what ad format works best for getting visitors to your site(s).

Abhishek mentioned that he is not split-testing his ads, but he knows he should. It takes a little extra time and effort – but for long term results, it's definitely worth it.

When I was first learning about PPC advertising, I read Perry Marshall's book The Definitive Guide to AdWords . One of the things it taught me was how to write an attractive ad. I highly recommend it.

Once you are done with your ads, your campaign is complete and all is set to get you traffic.

I would like to mention a few things…

I do not focus too much on the keywords I choose to bid on. I know I should, but with so many sites, it is almost impossible for me to take the time to manually select specific keywords I should use for each site. I find out around 300 keywords from The Dowser and dump them into my campaigns. Since I bid the lowest amount for each keyword, I'm not worried about paying too much for the traffic.

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Had I been using Goggle AdWords, then yes, I would have had no other option than to focus on each of my keywords and decide how much I should bid.

I try to make my ads emotionally appealing to the searcher. Like I said, if the ads can strike a cord with the searcher's emotions, they will most likely click on my ads.

I'm sure it would benefit the reader a great deal right now if I would reveal one of my PPC ads, or even my domain(s), however, I hope you understand that I'd prefer NOT to reveal that – for obvious competition reasons.

Matt's Comments:

You'll notice that there are a few things that Abhishek **could** do in addition to what he's already doing that would potentially help him earn more money in the long run. These things take a little extra effort and time, but they're important things that should still be done.

For example, Abhishek said that he doesn't focus too much on the keywords that he chooses to bid on (he just chooses around 300 keywords from a keyword tool). Instead, he should make sure that the keywords he's bidding on in the PPC campaigns are NOT the same ones that he's trying to optimize for on his AdSense sites. If this was the case, then he may be getting clicks on his PPC ad for an expensive keyword, but then when that visitor goes to his site and clicks on an AdSense ad, the AdSense ad-click may be of cheaper value than what he paid for the PPC advertisement click.

This is why it's important to track your PPC ads to see which keywords are bringing visitors to your sites, and if the cost FOR the visitor is much less than what you're making on the AdSense click.

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Chapter Recap:

- Abhishek gets his traffic almost entirely from Yahoo's Sponsored Search (http://searchmarketing.yahoo.com/index.php)
- He gathers about **200-300 targeted niche keywords** from the free keyword tool, "The Dowser", and then adds them to his ad campaign.
- He then bids the **lowest amount per-click allowed for the chosen keywords.** For Yahoo, the lowest bid amount is 10 cents per click.
- He **sends traffic only to his home page** for the niche site and not to the keyword pages.
- After reading Perry Marshall's book The Definitive Guide to AdWords , he learned how to write more attractive ads, enticing visitors to click them.
- Instead of split-testing his ads, he spends more time creating sites and monitoring which ones are performing the best with AdSense.

Matt's Recommendation: Take some extra time to split-test your ads so you can determine the most effective ad layouts, so in the long run you're increasing the amount of targeted traffic to your sites, and thus increasing the number of clicks on your AdSense ads.

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Chapter 6: Monitoring Your AdSense Sites

Q: Once you have your PPC ads up and running and you're getting some traffic to your pages, how do you monitor your AdSense sites to see which ones are working and which ones aren't?

It is very important that I know how much each of my sites are earning from AdSense, so I know if I'm earning or losing money with the campaign.

I recently learned that one of the best things to do is to use some sort of tracking software that will track each AdSense ad click and help determine which ad formats and essentially each webpages are performing the best. And then from that information, I could be able to modify the lower-performing pages so they function more like the higher-performing pages.

But since I just recently heard about this, I didn't use an AdSense tracking software for my previous sites. I know this is very helpful, but the only reason I am not using tracking software on the old sites is because I have already created those pages, and I don't want to change the codes on literally thousands of pages.

So I use the alternate way of monitoring my earnings - Google's AdSense Channels.

The Google's URL channels feature is provided in the AdSense account area for all AdSense publishers.

According to Google's Help Pages…

> *Use URL Channels to track your performance without modifying your ad code. By entering a full or partial URL, you can begin tracking the performance of particular pages in your site. You can enter a top-level domain name to track all of the pages on that domain, or you can enter a partial URL to track all of the pages below a certain directory. Entering a full URL will track the performance of that particular page.*

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For example, if I have a site called www.Autoloans101.com, I can create a URL channel in Goggle with the exact URL (http://www.autoloans101.com). Then, if I have this set up, I can know exactly how much this site is earning me. If I want to track a particular page from that site, I can set up a channel for something like http://www.autoloans101.com/thepageyouwanttotrack.html.

Channels are crucial since I want to build several sites. They help me easily track my earnings for my different niches. The best part is that channels are very easy to use and set up.

The worst part is that Goggle doesn't allow users to set more than 200 channels, so this prevents creating a channel for separate webpages, and trying to determine which individual pages are performing the best.

Matt's Comments:

As you can see, monitoring the sites and keeping only the profitable ones is a very important thing to do. But you'll notice that though Abhishek monitors his earnings with Google's Channels, he's not tracking and testing the specific pages and ads that are performing the best. He is simply monitoring if they are earning him money – but there are several details that I believe could help increase his earnings even more.

For example, if he was using an AdSense tracking software, he wouldn't be limited on the number of pages he could monitor. He could see the exact ads that are being clicked on, which ad formats are being clicked on the most, which keywords are bringing the most people to his sites, which pages are being viewed the most, and other data that would help him determine what performs the best on his sites. If he knew more information, he could then edit his templates so that future sites would have the highest converting properties on them.

Instead, since he is limited to only 200 channels and a lack of data, he's only able to monitor the 'earnings' of each site. So rather than being able to monitor each individual page, ad, and click…and then making changes accordingly, he's only able to see the overall earnings for each site.

He's not doing anything "wrong"… because it's obviously working for Abhishek. But can you imagine what his earnings would be like if he were testing, tracking, and editing each page according to what works best on the highest-performing ones? There's no doubt in my mind that his earnings would increase even more. :-)

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Once my traffic source and URL Channels are set up, I'm all ready to check how much my sites are earning me. For each site, I can now check my advertising campaigns to see how much I am spending on Yahoo PPC traffic, and then look at the URL channels to see how much I am earning. This helps me determine whether a particular campaign is profitable or not.

I suggest waiting for at least a week and then compare the total traffic cost and the AdSense earnings. This will average out the results and will give a fairer estimate of whether a niche is profitable or not.

If it's profitable, I just keep the site going as is. But if I notice the site is not making me any money, then I drop it and move on to the next site. As I mentioned earlier, I've dropped about 100 of the 300 initial sites. So now I'm left with the most profitable 200 sites, and have better target-niches to build new sites about.

Chapter Recap:

- Abhishek currently uses Google's URL Channels when he monitors his AdSense sites. This allows him to compare how much he is spending on Yahoo PPC advertising traffic with how much he is earning on the AdSense sites. Like I do, he also **recommends using an AdSense tracking software** since Google limits the number of Channels to only 200.
- He waits at least a week and then compares the total traffic cost and the AdSense earnings. If a site is making him more money than he's spending on traffic, he keeps the site and campaign running. If not, he scratches it.

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Chapter 7: The Summary

Q: What are your expenses towards this incredible AdSense-site campaign of yours?

The expenses really aren't that large. My main expense is definitely towards my traffic. However, that expense just comes directly out of some of my AdSense earnings each month.

Other minor expenses for this have been towards HyperVRE and Instant AdSense Templates. But I don't even consider them an expense anymore because I've made my money back from those initial payments a long time ago!

The only other expense is towards my web-hosting. I can't think of any other major expense. I guess if you consider time as an investment…then yes, I spend some time building my sites. :-)

Q: Can you break down this entire process into a short summary of events?

Basic run-down of my AdSense earnings process:

1. I select my niches.
2. I use my templates and create the sites using HyperVRE Gold
3. I upload my website as a sub-directory in one of my domains.
4. I generate around 200-300 keywords for my PPC ad campaign by using a keyword software.
5. I create my PPC advertising campaigns mainly on Yahoo/Overture Sponsored Search program.
6. I create an AdSense channel (or use AdSense tracking software) for each of my websites so that I can track the performance of each site.

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7. I wait for a few days to compare how much I have spent on my site to get traffic and how much I have earned in AdSense. This lets me decide if I want to keep the site or scrap it.

8. I repeat the entire process for different niches.

All the above may sound a bit complex. But after doing all these once or twice, it has become very easy to repeat the process. Just getting my feet wet and learning the initial processes is what allowed me to learn and build my niche-site business. After that, it's just repeating the processes over and over again!

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Chapter 8: Conclusion

So there you have it! You've learned how one person with almost **zero, past experience** with Google AdSense is making a very handsome sum of money using the exact tactics outlined in this case study.

I know that when I read a report about someone succeeding with their online endeavors, I become overwhelmingly motivated to take action and make it happen in my own business and life too.

So I truly hope that you use this report as motivation of your own to take that first step towards financial independence. Now get to it!

All the best,

Matt Callen

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